

Message Text

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51

ACTION EUR-12

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R 241100Z JUN 75
FM AMEMBASSY OSLO
TO SECSTATE WASHDC 9959
USDOC WASHDC
INFO AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY STOCKHOLM

UNCLAS OSLO 2608

FOR EUR/RPE

USDOC FOR OIM

STOCKHOLM FOR TRADE CENTER

E.O. 11652: N/A
TAGS: BEXP,NO
SUBJECT: FY75 CCP,NORWAY,FINAL REPORT

REF: OSLO 0957, MAR 7, 75.
OSLO A-218, NOV 19, 74.

1. SUMMARY: WITH ONE SIGNIFICANT EXCEPTION(INCREASE REGISTERED ATTENDANCE AT STOCKHOLM TRADE CENTER "ECOLOGY 75" SHOW) ALL CAMPAIGN ACTIVITY TARGETS MET OR EXCEEDED. DETAILS OF RESOURCE EXPENDITURES WILL BE FORWARDED BY POUCH.

2. CAMPAIGN ACTIVITIES

(A) SHIPBUILDING. CAMPAIGN HIGHLIGHTS: THREE-DAY CATALOG SHOW AT EMBASSY IN NOVEMBER OBTAINED MARKET EXPOSURE FOR 49 NTM FIRMS AND GENERATED OVER 560 TRADE LEADS. THIRD TRIM-ESTER ACTIVITIES: 6TO'S SUBMITTED. REPORT ON NORSHIPPING EXHIBITION SUBMITTED OSLO A-90, MAY 15.

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(B) ENERGY SOURCES. CAMPAIGN HIGHLIGHTS: INTENSIVE PROMOTION FOR LONDON EXHIBITION IN OCTOBER; ORGANIZATION OF FOREIGN BUYER GROUP TO HOUSTON OTC MAY. THIRD TRIMESTER ACTIVITIES: 3TO'S SUBMITTED. 22MEMBER FBG ORGANIZED TO HOUSTON OTC ACCOMPANIED BY EMBASSY SENIOR COMMERCIAL SPECIALIST. SPECIALIZED TRADE MISSION NOT RPT NOT RECOMMENDED FOR FY76-PARTICIPATION IN(OR SUPPORT FOR US EXHIBITORS IN) OFFSHORE NORTH SEA '76 IDENTIFIED AS MAJOR PROMOTIONAL ACTIVITY IN FY 76 CCP (OSLO A-83, MAY 9).

(C) ENVIRONMENTAL CONTROL. CAMPAIGN HIGHLIGHTS: ORGANIZATION OF FOREIGN BUYER GROUP TO CHICAGO INTERNATIONAL POLLUTION ENGINEERING EXPO,SEPTEMBER. THIRD TRIMESTER ACTIVITIES: 2TO'S SUBMITTED; STC ECOLOGY SHOW FEATURED IN TECHNICAL JOURNAL.

(D) PETROCHEMICAL INDUSTRY. CAMPAIGN HIGHLIGHTS: US FIRMS CHOSEN AS PROCESS LICENSORS FOR FOUR OF PLANNED RAFNES PETROCHEMICAL FACILITIES. FOCUS OF CAMPAIGN SHIFTED TO GENERAL PROMOTION OF PROCESS CONTROL INSTRUMENTATION IN MID-YEAR. THIRD TRIMESTER ACTIVITIES: B.F.GOODRICH SELECTED AS PROCESS LICENSOR FOR NORSK HYDRO'S VINYL CHLORIDE PLANT AT RAFNES AND DIAMOND SHAMROCK CHEMICAL FOR ITS CHLORINE FACILITY. EDP AND PROCESS CONTROL INSTRUMENTATION SHOWS AT STC GIVEN INTENSIVE PROMOTION RESULTING IN 56 VISITORS TO EDP(PCI RESULTS NOT YET AVAILABLE.) TECHNICAL SEMINAR HELD AT EMBASSY BY TEKTRONIX AND ITS LOCAL AGENT.

(E) INVEST IN USA. CAMPAIGN HIGHLIGHTS: INVEST IN USA SEMINAR HELD OCTOBER, AND A SUBSTANTIAL INVESTMENT SUBSEQUENTLY MADE BY A PARTICIPANT. THIRD TRIMESTER ACTIVITIES: CONTINUED FOLLOW-UP ON SEMINAR PARTICIPANTS; STATE REPRESENTATIVES IN EUROPE REPORT EXCELLENT PROSPECTS DEVELOPED FROM SEMINAR; A SEMINAR PARTICIPANT,JOTUNGRUPPEN, ACQUIRED A MARYLAND COMPANY WITH ASSETS OVER \$1 MILLION.

(F) TRAVEL USA. CAMPAIGN HIGHLIGHTS: OBSERVANCE OF 150TH ANNIVERSARY OF ORGANIZED NORWEGIAN EMIGRATION TO US UNCLASSIFIED

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THIS YEAR. THIRD TRIMESTER ACTIVITIES. 2 VISIT USA EVENINGS FOR TRAVEL AGENTS HELD AT EMBASSY FUNDED BY USIS AND PAN AM; BACKSTOPPING PROVIDED FOR PAN AM SEMINARS ON WEST COAST. 600 USIS-PRODUCED VISIT US POSTERS AND 42,000 BROCHURES DISTRIBUTED TO TRAVEL AGENTS AND CARRIERS. EMBASSY AND USIS ASSISTED PAN AM IN ORGANIZING FAMILIARIZATION TOUR TO US BY 17 NORWEGIAN TRAVEL JOURNALISTS.

3. CAMPAIGN ACTIVITY SHORTFALLS: SHIPBUILDING - 14 TO'S AS AGAINST 15 PLANNED; POLLUTION CONTROL - 9 TO'S AS AGAINST 15 PLANNED; ONLY 17 REGISTERED NORWEGIAN VISITORS AT STC ECOLOGY SHOW(SEE OSLO 0957 FOR DETAILS).

4. NON-CAMPAIGN ACTIVITIES : REINSTITUTION OF THE POST'S LONG-SUSPENDED COMMERCIAL NEWSLETTER WAS POSTPONED BECAUSE OF THE DIFFICULTIES INHERENT IN INITIATING A NEW PROJECT IN THE FACE OF A CONTINUING RESOLUTION ON THE BUDGET.

5. COMMENT: FINANCIAL EXPENDITURE DURING THE FISCAL YEAR CAME NOWHERE NEAR THE LEVELS PROJECTED BECAUSE OF UNCERTAINTIES ARISING FROM THE BUDGETARY SITUATION. FOR THIS REASON, MANY ACTIVITIES CONTEMPLATED WHEN THE CCP WAS ORIGINALLY PREPARED WERE SHELVED OR CURTAILED.. THESE INCLUDE(IN ADDITION TO THE NEWSLETTER CITED IN PREVIOUS PARAGRAPH) MORE EXTENSIVE PROMOTIONAL MAILINGS, INCLUDING FOLLOW-UP MAILINGS; A MORE ACTIVE REPRESENTATION PROGRAM IN SUPPORT OF CAMPAIGN OBJECTIVES AND STC SHOWS; LOCAL TRAVEL, INCLUDING TRAVEL TO STC SHOWS; PRODUCTION OF A BROCHURE DESCRIBING EMBASSY AND STC SERVICES; AND A PINPOINTED ADVERTISING CAMPAIGN.
BYRNE

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